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U.S. DEPARTMENT OF AGRICULTURE and
N.B.C. NETWORK Coast to Coast

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"Consumer Time"

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SATURDAYS

11:15 A.M. EST

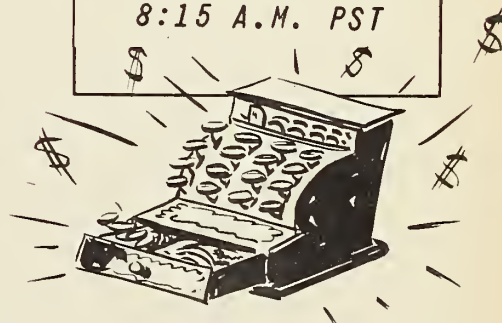
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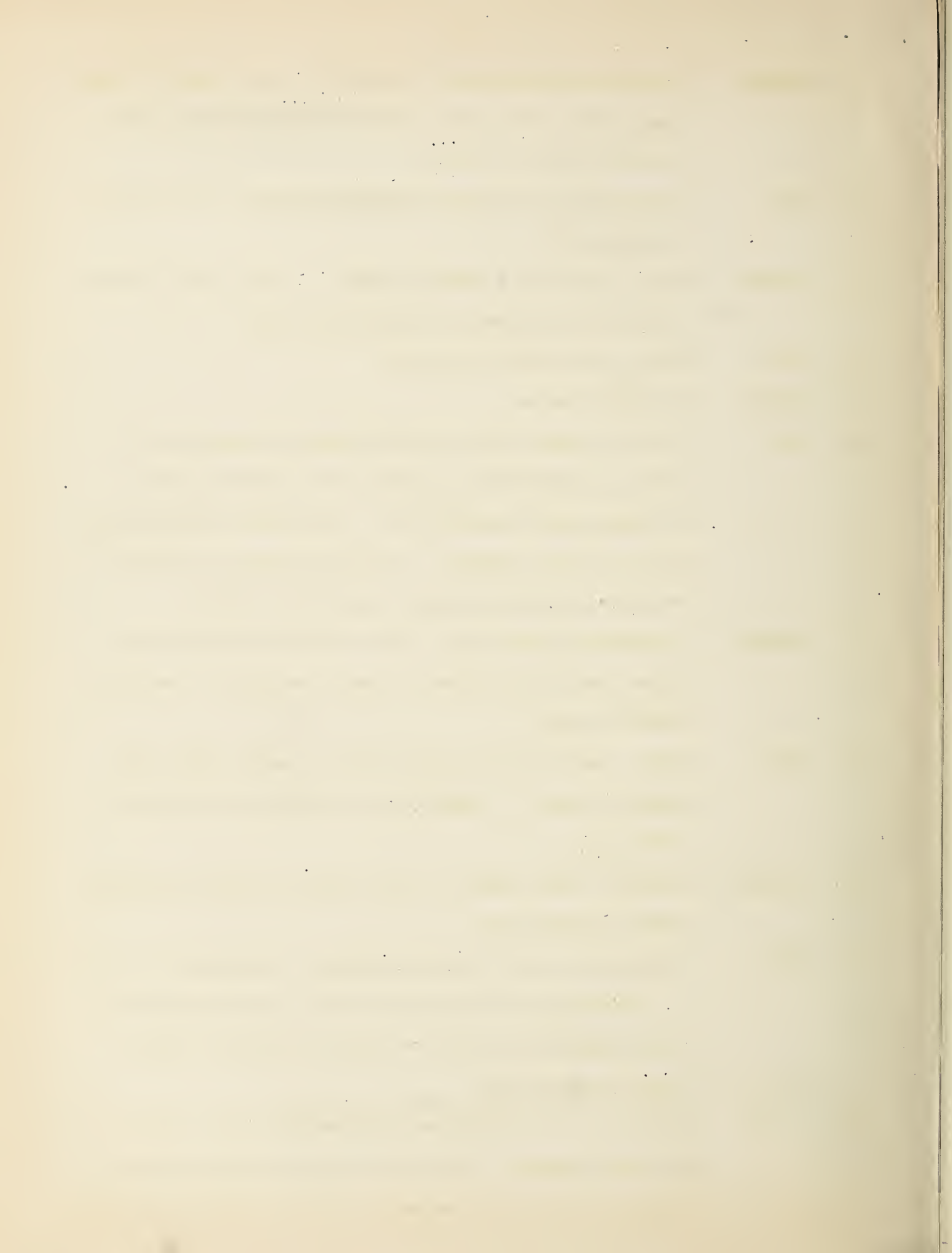
CONSUMER TIME GOES TO THE MOVIES

June 28, 1947



1. JOHN: We're going to hear about some very special motion pictures today on . . .
2. SOUND: CASH REGISTER RINGS . . . MONEY IN TILL
3. ANNCR: CONSUMER TIME!
4. SOUND: CASH REGISTER . . . CLOSE DRAWER
5. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers.
6. FREYMAN: Johnny, I saw the most marvelous movie last night . . .
"Guardians of the Wild".
7. JOHN: You mean "Call of the Wild", don't you, Mrs. Freyman? With Clark Gable.

8. FREYMAN: No...this was "Guardians of the Wild" ... all about the Forest Rangers and how they watch over our National Forests...and the work they do .. and ...
9. JOHN: That sounds like a pretty interesting movie. What theater's it playing at?
10. FREYMAN: Well, I saw it at a special showing . . . at a club meeting. It's a U. S. Department of Agriculture film.
11. JOHN: Well ... why didn't you say so?
12. FREYMAN: You didn't ask me.
13. JOHN: I've seen quite a few of the Department of Agriculture's films ... they're pretty special. I've even been down to the place where they make them ... right here in Washington, D. C. Say, Mrs. Freyman ... would you like to go down and see their film labs and sound stage and all that?
14. FREYMAN: I certainly would. And I'd like to find out how you can borrow some of those films to show at meetings ... and what kinds they have.
15. JOHN: Okay ... we'll get that information ... take a quick tour around the place ... (FADE) and see a couple of films while we're at it.
16. FREYMAN: (FADE IN) Well, Johnny ... this looks like just an ordinary office building to me.
17. JOHN: That's all it is so far, Mrs. Freyman. But believe it or not ... the men who work behind these doors are working for the oldest agency in the world to make and distribute motion pictures continously.
18. FREYMAN: Amazing . . . I thought that was Hollywood.
19. JOHN: So did I ... but I found out differently. These people are real film pioneers. This Motion Picture Service dates back to 1912 ... the first Government one in the world incidentally.



20. FREYMAN: Well, Johnny. aren't the U. S. Department of Agriculture's films intended for farmers?
21. JOHN: Yes, they cover a wide variety of topics .. reporting on all kinds of farm research. But there ^{are} many films that are of special interest to homemakers on the farm and in the city. There are movies that show the latest research on nutrition ... growing and preserving food by canning and freezing.
22. FREYMAN: I'd like to see some of them.
23. SOUND: SNEAK CATTLE NOISES INTO BACKGROUND
24. JOHN: As a matter of fact, we can see some of them. The projection room is right down this corridor.
25. FREYMAN: Johnny! Did you hear a cow?
26. JOHN: A what?
27. FREYMAN: A cow! There! I heard it again. You must have heard it too ... I hope.
28. JOHN: Yes ... I did ... at least I guess I did.
29. FREYMAN: It seems to be coming from that door ... the one with the sign on it. I should have known. This is the room where they try out the sound tracks and the special effects.
30. FREYMAN: (LAUGHING) Of course! And here I expected to turn a corner and bump into a cow ... imagine in a modern office building.
31. JOHN: That just illustrates some of the realism that goes into these U. S. Department of Agriculture motion pictures. They send movie crews over the country to film authentic scenes. And when they need actors, they use real people.
32. FREYMAN: Yes ... I noticed that in the picture I saw about Forest Rangers.
33. JOHN: Well ... here's the projection room. Let's go in.
34. SOUND: DOOR OPENING.

35. MUSIC: AS FOR DOCUMENTARY MOTION PICTURE ... HOLD IT UNDER
36. FREYMAN: (WHISPERS) There's a picture on right now, Johnny.
37. JOHN: Swell, let's find a couple of seats.
38. FREYMAN: Here are two ... right on the aisle.
39. JOHN: Gee ... too bad I didn't bring any peanuts.
40. FREYMAN: Sh!
41. MUSIC: UP AND OUT
42. FREYMAN: I really enjoyed that picture. How about you, Johnny?
43. JOHN: Mmmm hmmm. I even likes the title ... "Meats With Approval".
That's catchy for a film about the Federal Meat Inspection
work.
44. FREYMAN: I bet lots of consumers would like to see this film ... because
I know they're interested in wholesome, clean meat. And this
movie tells the whole story.
45. JOHN: The whole story is right ... all the steps of inspection from
the live animal through the slaughter house and cannery.
46. FREYMAN: Mmmm hmmm ... and how the meat inspection law came about and
what it means to us consumers in terms of health and safety.
47. JOHN: Looks like they're getting ready to run the next film. Yep,
there go the lights.
48. MUSIC: FANFARE AND HOLD UNDER
49. JOHN: (READING FROM THE SCREEN) The United States Department of
Agriculture ... presents ...
50. FREYMAN: "Freezing fruits and vegetables" ... Oh, Johnny, how exciting
... it's in color.
51. MUSIC: UP AND OUT
52. JOHN: Well ... how did you like that film, Mrs. Freyman? As for me
... all I can say is ... those luscious red strawberries...
that golden sweetcorn ... a symphony of color.

53. FREYMAN: I think that symphony appeals more to your eyes and your appetite than to your ears, Johnny. But I agree with you... those foods looked beautiful before they went into the home freezer and after they came out and were served.
54. JOHN: We've talked a lot about home freezing of fruits and vegetables on CONSUMER TIME ... but after seeing a movie with a complete step-by-step story on the preparation ... I really understand it.
55. FREYMAN: Naturally ... and isn't that film a natural for a club meeting too?
56. JOHN: Sure is. And if your club puts it on, Mrs. Freyman ... how about inviting men. I bet they'd be interested in it too. At least I'd like to see it again.
57. FREYMAN: Good idea. Oh ... (LOWERS VOICE) there go the lights again. Wonder what picture we'll see this time ...
58. JOHN: Say ... this looks good ... a picture on gardening with the title "Grow Your Own."
59. MUSIC: LIGHT, GAY ... BRIDGE
60. FREYMAN: After seeing that picture, Johnny, you should know all the important points for good gardening.
61. JOHN: Sure do .. let's see ... there's preparation of the soil ... how to lay out a garden ... planting ... cultivating ...weeding.
62. FREYMAN: That sounds pretty good. I hope you remember all the humorous "don't's" the picture warned gardeners about too.
63. JOHN: And how. Before I saw this film I didn't realize how many pitfalls lay in wait for the amateur gardener.
64. FREYMAN: I didn't either.
65. JOHN: Looks like we're going to see another picture now. Or would you rather go, Mrs. Freyman?

66. FREYMAN: Let's just stay for one more, Johnny. They don't take more than fifteen minutes usually.
67. JOHN: That's fine with me.
68. MUSIC: FANFARE
69. JOHN: Let's see what this one is.
70. FREYMAN: It's a tricky title.
71. JOHN: Yes ... "The Man Who Missed His Breakfast.
72. MUSIC: UP AND OUT
73. FREYMAN: Now that movie really was a nice combination of a delightful little story and a sound lesson in nutrition.
74. JOHN: Yes ... I got a kick out of the Warren family in the picture. They had a couple of smart kids.
75. FREYMAN: But Uncle Bill ... the man who missed his breakfast...
76. JOHN: From the title of the same name....
77. FREYMAN: Well, Uncle Bill was a smart man. He missed his breakfast a couple of times and realized that was slowing him down in his work.
78. JOHN: Yep, it made me realize too that we have to eat properly so that we have the strength and energy to get our work done.
79. FREYMAN: That's where the seven basic food groups come in ... as the picture showed. It's important that we eat some food from all seven of the groups every day.
80. JOHN: The picture certainly drove that point home...but in an entertaining way nevertheless.
81. FREYMAN: And speaking of home, don't you think we've seen about enough pictures at one sitting?
82. MUSIC: SNEAK IT INTO NEXT SPEECH

83. JOHN: Yes ... I guess you're right, Mrs. Freyman. (LOWERS VOICE)
Say, we better dash out right now. There's another picture
going on and we don't want to disturb the other people.
84. FREYMAN: All right, Johnny.
85. MUSIC: UP AND OUT
86. JOHN: Well, Mrs. Freyman, I really enjoyed those motion pictures
made by the United States Department of Agriculture.
87. FREYMAN: Me too, Johnny. And it was lucky we could see so many of
them today.
88. JOHN: Mmmm hmmm ... that was a special showing.
89. FREYMAN: But now I want to know who can borrow some of these films and
how you go about it.
90. JOHN: I knew you'd be asking that question, Mrs. Freyman. So ...
I am prepared.
91. FREYMAN: Good.
92. JOHN: Here's the story. These pictures and many more like them
have been made by the U. S. Department of Agriculture. And
almost every State ... as well as Alaska and Puerto Rico ...
has a supply of these movies in a film library.
93. FREYMAN: Then there's a film library near everybody.
94. JOHN: That's the idea.
95. FREYMAN: Does it cost anything to borrow these films?
96. JOHN: Well, most of the States have found it necessary to ask for
a small service charge to cover the actual cost of handling
the films ... in order to keep up this service. But it's
generally a very small amount. And oh yes .. most of the
film libraries ask the borrowers to pay the transportation
charge for the films, too.

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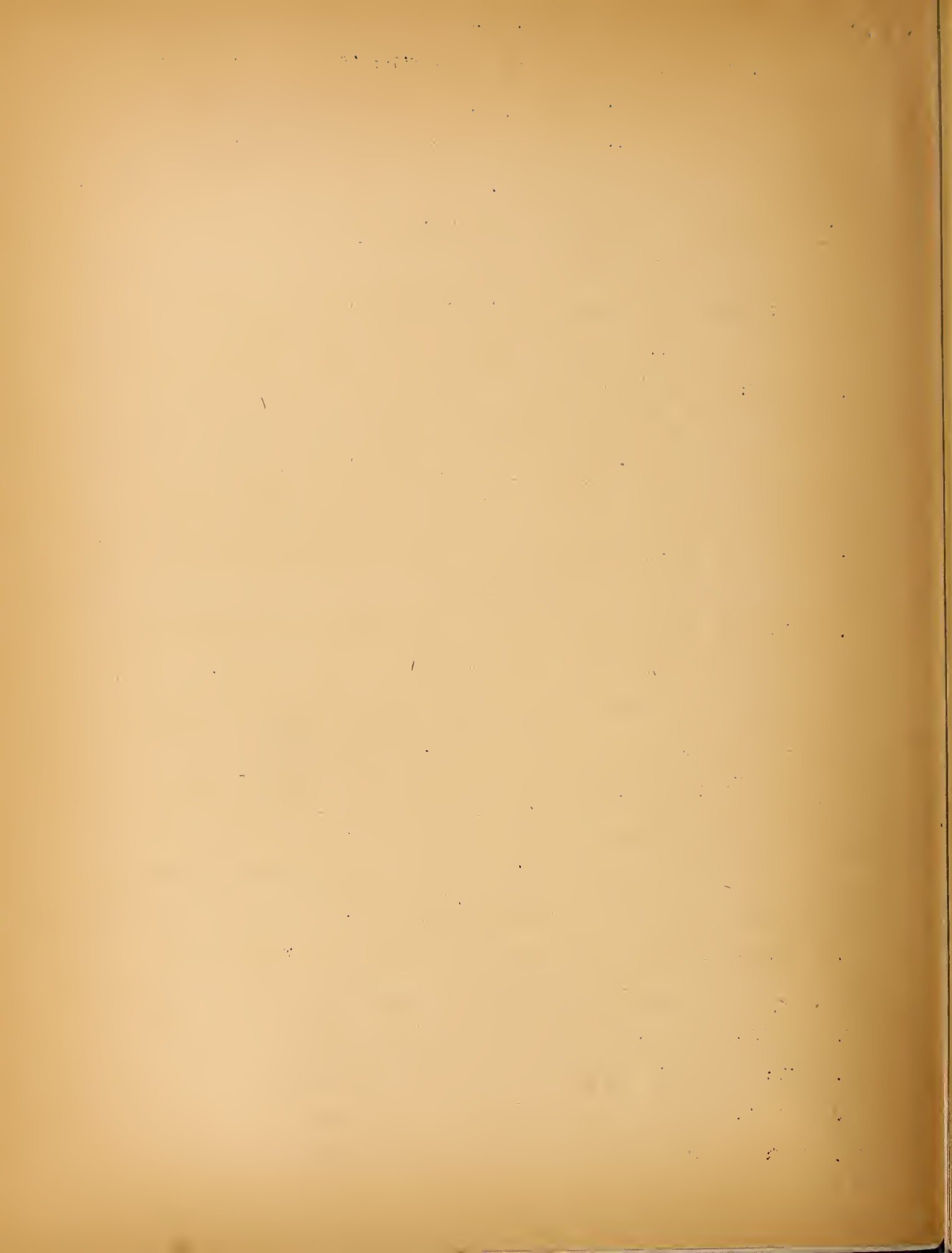
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97. FREYMAN: But anybody can borrow these films if they pay those small charges?
98. JOHN: Sure ... any responsible person representing a school or civic group or a club.
99. FREYMAN: Of course they'd say who they represent in the letter asking for the film.
100. JOHN: There are some other things they should say in that letter too ... whether they want sound films or silent films.
101. FREYMAN: I thought all the United States Department of Agriculture's films were talkies.
102. JOHN: Most of them are. But some are silent ... and there are others that are released in both sound and silent versions.
103. FREYMAN: That's good ... because a club may only have a silent projector to use.
104. JOHN: Another thing, when you write asking to borrow a film ... don't forget to say when you want it and for how long. You might mention a second choice of pictures, in case the films you requested aren't available.
105. FREYMAN: I think it's a good idea to ask for the film a week or two before the date you want to show it, don't you, Johnny? I mean, so there won't be any last minute hitches in your club meeting or whatever you're planning.
106. JOHN: At least two weeks ... but three or four weeks would even be better.
107. FREYMAN: Johnny.
108. JOHN: Hmmm?
109. FREYMAN: Did a light bulb just flash on over my head?
110. JOHN: A light bulb?



111. FREYMAN: Yes ... an idea has slowly been dawning on me. How do you happen to have such expert information on the United States Department of Agriculture's motion pictures?
112. JOHN: Well ... you see ... there's a little book that tells all ...
113. FREYMAN: That tells all ... I thought so. Do you happen to have a copy of this book?
114. JOHN: Sure. Here it is. It's called appropriately enough .. "Motion Pictures of the United States Department of Agriculture."
115. FREYMAN: And does it give the whole story? I mean ... everything you've been telling me ... about how to get the films ... and all that.
116. JOHN: Sure ... see for yourself. Here's the list of film libraries with their addresses. That's where you write. And on this page it tells how to handle films.
117. FREYMAN: And here's a description of every one of the pictures you and I saw today, Johnny.
118. JOHN: Yes, the ones we saw and every other one that's available.
119. FREYMAN: I think another light bulb is flashing over my head.
120. JOHN: You mean like in the comic strips ... another idea has arrived?
121. FREYMAN: Mmm hmm ... and this time the thought is that we should send free copies of this booklet to anyone who is interested.
122. JOHN: I know just the man to handle that end ... our announcer _____.
123. ANNCR: Friends, if your club or civic group is looking for a stimulating program idea ... you may be interested in learning more about the United States Department of Agriculture films that you can borrow from your State film libraries. You heard about only a few of these entertaining and educational films on today's program. If you can use it, we have a free catalogue of these films for you. (ANNCR CONT'D) Just drop

(ANNCR CONT'D) a post card to CONSUMER TIME, Washington 25, D. C., and ask for the Motion Picture catalogue. Please listen carefully to that address again ... Write to CONSUMER TIME, Washington 25, D. C.

125. MUSIC: GAY BRIDGE

126. JOHN: And now, Mrs. Freyman ... what's on our next CONSUMER TIME program?

127. FREYMAN: The title of next week's program is ... "The Debut of the Dixigem."

128. JOHN: And what would the Dixigem be?

129. FREYMAN: It's a new variety of peach, Johnny. And there's a fascinating story of how research made this new peach possible.

130. JOHN: I'd like to hear about that. And say ... are we going to have a lot of peaches this year?

131. FREYMAN: It looks like another record crop. So next week we'll talk about some interesting peach desserts ... and some tips for putting up peaches so you can enjoy them all next winter.

132. JOHN: Fine. Then it's the story of the "Debut of the Dixigem" and some practical tips on peaches ... next week on ...

133. SOUND: CASH REGISTER

134. ANNCR: CONSUMER TIME!

135. SOUND: CASH REGISTER ... CLOSE DRAWER

136. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

ANNCR CONTINUED: Ladies! This is Home Food Preservation Week, as proclaimed by the United States Department of Agriculture. Plan now to put up fruits and vegetables during the summer and autumn months, and assure your family nutritious meals all the year around. According to crop estimates, there will be plenty of farm and garden produce to meet all food preservation needs. Supplies of jars, jar rings and other canning equipment will also be more plentiful this year. Plan your home food preservation schedule now!

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